

# Station Order Revised McCaskill for Senate 2012

Market:

Kansas City

Flight Dates: Monday, October 08, 2012 to Monday, October 15, 2012

Estimate ID

12226

Contact: Jeannie Blau

Email: Jeannie.Blau@wdaftv4.com

Phone:

816-753-4567

Fax:

816-931-3984

Direct:

816-932-9146

### **WDAF-TV**

Program Nam	ne	DP	Days Length	Gross Rate	Mon Oct 08	Tue Oct 09	Wed Oct 10	Thu Oct 11	Fri Oct 12	Sat Oct 13	Sun Oct 14	Mon Oct 15	Total
WDAF 5a New		EM	M-F	\$200.00		1	1	1	1			1	5
5:00 AM	5:30 AM		30	\$1,000.00									
WDAF 5:30a N	lews	EM	M-F	\$300.00	1	1	1		1			1	5
5:30 AM	6:00 AM		30	\$1,500.00									
Highly Preer	mptible at	LUR	per WDAF	. Move to L2.									
DAF 6a New	vs	EM	M-F	\$600.00	1	1	1	1				1	5
6:00 AM	7:00 AM		30	\$3,000.00									
Highly Preer	mptible at	LUR		. Move to L2.									
WDAF 7a New		EM	M-F	\$375.00	1	1	1	1	1				5
7:00 AM	9:00 AM		30	\$1,875.00									
Saturday 7a No	ews	EM	Sa	\$300.00						1			1
7:00 AM			30	\$300.00									
Sunday 7a Nev	ws	EM	Su	\$300.00							1		1
7:00 AM	9:00 AM		30	\$300.00									
Highly Preer	mptible at	LUR	per WDAF	Move to L2.									
WDAF 9a New	vs	DT	M-F	\$200.00								1	1
9:00 AM	10:00 AM		30	\$200.00									
Live With Kelly	/	DT	M-F	\$100.00	1			1					2
10:00 AM	11:00 AM		30	\$200.00									
Family Feud		DT	M-F	\$100.00			1						1
11:00 AM	11:30 AM		30	\$100.00									
amily Feud		DT	M-F	\$100.00	1								1
11:30 AM	12:00 PM		30	\$100.00									
MDAF Noon N	lews	DT	M-F	\$200.00		1							1
12:00 PM			30	\$200.00									
Ricki Lake		DT	M-F	\$100.00								1	1
	2:00 PM		30	\$100.00									

#### Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

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-					Mon	Tue		Thu	Fri				
			Days	Gross		Oct							
Program Nai	me	DP	Length	Rate	80	09	10	11	12	13	14	15	Total
Steve Harvey	<i>'</i>	DT	M-F	\$100.00					1				1
2:00 PM	3:00 PM		30	\$100.00									
Judge Joe Br	own	EF	M-F	\$100.00	1	1	1	1	1				5
3:00 PM	4:00 PM		30	\$500.00									
Judge Judy		ΕF	M-F	\$250.00	1	1		1	1			1	5
4:00 PM	5:00 PM		30	\$1,250.00									
WDAF 5p Ne	ws	EN	M-F	\$600.00	1	1	1		1			1	5
5:00 PM	6:00 PM		30	\$3,000.00									
Highly Pres	emptible at	LUR	per WDAF	F. Move to L2.									
WDAF 6p Ne	ws	EN	M-F	\$900.00	1		1	1	1			1	5
6:00 PM	6:30 PM		30	\$4,500.00									
Highly Pree	emptible at	LUR	per WDAF	Move to L2.									
		PA				1	1	1	1			1	5
a.			30	\$11,000.00									
New Girl/Mind	dv	PT	Tu	\$2,000.00		1							1
8:00 PM	9:00 PM		30	\$2,000.00									
X-Factor		PT	w	\$2,600.00			1						1
	9:00 PM												
		LUR											
								1					1
	8:00 PM												
		LUR											
								1					1
	9:00 PM												
		LUR											
									1				1
	8:00 PM												
		LUR											
					1		1	1	1			1	5
9:00 PM			30	\$4,000.00	·			·					•
	Steve Harvey 2:00 PM  Judge Joe Br 3:00 PM  Judge Judy 4:00 PM  WDAF 5p Ne 5:00 PM Highly Pred 6:00 PM Highly Pred 6:30 PM  New Girl/Mine 8:00 PM  X-Factor 7:00 PM Highly Pred X-Factor 7:00 PM Highly Pred Glee 8:00 PM Highly Pred Glee 8:00 PM Highly Pred Touch 7:00 PM Highly Pred Touch 7:00 PM Highly Pred WDAF 9p Ne	Judge Judy 4:00 PM 5:00 PM  WDAF 5p News 5:00 PM 6:00 PM Highly Preemptible at WDAF 6p News 6:00 PM 6:30 PM Highly Preemptible at Wheel of Fortune 6:30 PM 7:00 PM New Girl/Mindy 8:00 PM 9:00 PM Highly Preemptible at X-Factor 7:00 PM 9:00 PM Highly Preemptible at X-Factor 7:00 PM 8:00 PM Highly Preemptible at Glee 8:00 PM 9:00 PM Highly Preemptible at Touch 7:00 PM 8:00 PM Highly Preemptible at Touch 7:00 PM 8:00 PM Highly Preemptible at Touch 7:00 PM 8:00 PM Highly Preemptible at WDAF 9p News	Steve Harvey 2:00 PM 3:00 PM 3:00 PM 3:00 PM 4:00 PM 3:00 PM 4:00 PM 5:00 PM 5:00 PM 6:00 PM 6:00 PM 6:00 PM 6:00 PM 6:30 PM 6:00 PM 6:30 PM 6:30 PM 6:30 PM 7:00 PM 7:00 PM 7:00 PM 7:00 PM 9:00 PM Highly Preemptible at LUR 7:00 PM 8:00 PM Highly Preemptible at LUR 7:00 PM PM PM PM	Program Name  DP Length  Steve Harvey 2:00 PM 3:00 PM 30  Judge Joe Brown 3:00 PM 4:00 PM 30  Judge Judy 4:00 PM 5:00 PM 30  WDAF 5p News EN M-F 5:00 PM 6:00 PM 30  Highly Preemptible at LUR per WDAF  Wheel of Fortune 6:30 PM 7:00 PM 30  New Girl/Mindy PT Tu 8:00 PM 9:00 PM 30  Highly Preemptible at LUR per WDAF  X-Factor 7:00 PM 9:00 PM 30  Highly Preemptible at LUR per WDAF  X-Factor PT W 7:00 PM 9:00 PM 30  Highly Preemptible at LUR per WDAF  M-F  Touch PT F  Touch PT P  Touch PT  Tou	Steve Harvey	Days   Gross   Oct	Days   Gross   Rate   Days   Rate   Days   Rate   Days   Days   Rate   Days   Days	Days   Gross   Rate   Oct   Oct	Days   Gross   Rate   Dot   Oct   Oct	Days   Gross   Oct   O	Days   Gross   Oct   O	Days   Gross   Rate   Oct   Oct	Program Name

uzanne Collins

Media Strategies and Research

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		_		Mon	Tue	Wed	Thu	Fri	Sat	Sun		
Program Name	DP	Days Length	Gross Rate	Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	Oct 15	Total
1.09.00		=01.941										MARIO DE CARACTER
WDAF 10p News	LN	M-F	\$800.00	1	1		1	1			1	5
10:00 PM 10:30 PM		30	\$4,000.00									
DAF 10:30p News	LN	M-F	\$400.00	1	1	1	1	1			1	6
10:30 PM 11:00 PM		30	\$2,400.00									
Seinfeld	LF	M-F	\$250.00								1	1
11:30 PM 12:00 AM Highly Preemptible at I	.UR	30 per WDAF	<b>\$250.00</b> Move to L2.									
Station Gross Totals		\$	550,275.00	12	12	12	13	13	1	1	13	77

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